



## Memorandum

---

**#16-040**

**TO:** WIC Regional Directors  
WIC Local Agency Directors

**FROM:** Amanda Hovis, Director  
Nutrition Education/Clinic Services Unit  
Nutrition Services Section

**DATE:** April 22, 2016

**SUBJECT:** National Breastfeeding Month

---

Every year, Texas WIC has historically joined the World Alliance for Breastfeeding Action and the International Lactation Consultant Association in celebrating World Breastfeeding Week from August 1-7 to encourage breastfeeding and improve the health of babies around the world. This year, Texas WIC will be celebrating World Breastfeeding Week and National Breastfeeding Month (NBM) with the theme, **Breastfeed for a Healthier Future!** The theme focuses on how breastfeeding today can impact and improve not only the present, but also the future health of families and the environment for generations to come.

Additionally, Texas WIC will celebrate the 4th annual African American Breastfeeding Week during the last week of August. African American Breastfeeding Week was launched to recognize and promote breastfeeding among African American communities. More information will be coming soon on [www.blackbreastfeedingweek.org](http://www.blackbreastfeedingweek.org)

Please visit the 2016 NBM webpage at <http://www.dshs.state.tx.us/wichd/bf/bf1.shtm> for more details on suggested activities and materials.

If you have any questions or require additional information, please contact Faith Njoroge, Breastfeeding Promotion Consultant, at (512) 341-4575 or [Faith.Njoroge@dshs.state.tx.us](mailto:Faith.Njoroge@dshs.state.tx.us)